

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1. (Original) A method for analyzing subscription information, comprising:  
receiving a plurality of subscription information;  
archiving said plurality of subscription information into a repository;  
retrieving from said repository a plurality of selected subscription information;  
transforming said plurality of selected subscription information into transition  
table format information;  
populating a facts database with said transition format information to produce at  
least one of a plurality of facts tables with a summarization of said transition format information;  
denormalizing said summarization of said transition format information to  
produce a plurality of denormalized information; and  
providing a report based upon said denormalized information.
2. (Original) The method of claim 1, wherein denormalization comprises:  
populating selected information from at least one of a plurality of facts tables to a  
key table.
3. (Original) The method of claim 2, wherein said facts tables are stored in a  
facts table database.
4. (Original) The method of claim 3, wherein said key table is stored in a  
grouping table database.
5. (Original) The method of claim 2, said at least one of a plurality of facts  
tables comprises at least one of  
source category table, a source table, a campaign table, a panels table.
6. (Original) The method of claim 1, further comprising:

receiving input of at least one criteria for at least one of a plurality of reports; and  
providing said report based upon said denormalized information according to said  
at least one criteria.

7. (Original) The method of claim 1, further comprising:  
receiving input of at least one criteria for at least one of a plurality of tables; and  
configuring said at least one of said plurality of tables based upon said at least one  
criteria.

8. (Original) The method of claim 1, further comprising:  
receiving input of at least one of a username and a password;  
verifying whether said input of said at least one of a username and a password  
corresponds to a user authorized to access reporting procedures; and  
providing access to reporting procedures to said user if said user is determined to  
be authorized.

9. (Original) The method of claim 8, further comprising:  
verifying whether said input of said at least one of a username and a password  
corresponds to a user authorized to access administrative procedures; and  
providing access to administrative procedures to said user if said user is  
determined to be authorized.

10. (Original) A method for analyzing subscription information, comprising:  
receiving a plurality of subscription information;  
archiving said plurality of subscription information into a repository;  
retrieving from said repository a plurality of selected subscription information;  
transforming said plurality of selected subscription information into transition  
table format information;  
populating a facts database with said transition format information to produce at  
least one of a plurality of facts tables with a summarization of said transition format information;

denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database; and

providing a report based upon said denormalized information;

wherein said at least one of a plurality of facts tables comprises at least one of source category table, a source table, a campaign table, and a panels table.

11. (Original) The method of claim 10, further comprising:

receiving input of at least one criteria for at least one of a plurality of reports; and providing said report based upon said denormalized information according to said

at least one criteria.

12. (Original) The method of claim 10, further comprising:

receiving input of at least one criteria for at least one of a plurality of tables; and

configuring said at least one of said plurality of tables based upon said at least one

criteria.

13. (Original) The method of claim 10, further comprising:

receiving input of at least one of a username and a password;

verifying whether said input of said at least one of a username and a password

corresponds to a user authorized to access reporting procedures; and

providing access to reporting procedures to said user if said user is determined to

be authorized.

14. (Original) The method of claim 13, further comprising:

verifying whether said input of said at least one of a username and a password

corresponds to a user authorized to access administrative procedures; and

providing access to administrative procedures to said user if said user is

determined to be authorized.

15. (Original) A computer program product for analyzing subscription information, said computer program product comprising:

- code that receives a plurality of subscription information;
- code that archives said plurality of subscription information into a repository;
- code that retrieves from said repository a plurality of selected subscription

information;

- code that transforms said plurality of selected subscription information into transition table format information;

- code that populates a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information;

- code that denormalizes said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database;

- code that provides a report based upon said denormalized information; and
- a computer readable storage medium for holding the codes.

16. (Original) The computer program product of claim 15, further comprising:  
code that receives input of at least one criteria for at least one of a plurality of reports; and

- code that provides said report based upon said denormalized information according to said at least one criteria.

17. (Original) The computer program product of claim 15, further comprising:  
code that receives input of at least one criteria for at least one of a plurality of tables; and

- code that configures said at least one of said plurality of tables based upon said at least one criteria.

18. (Original) The computer program product of claim 15, further comprising:  
code that receives input of at least one of a username and a password;  
code that verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and  
code that provides access to reporting procedures to said user if said user is determined to be authorized.

19. (Original) The computer program product of claim 18, further comprising:  
code that verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and  
code that provides access to administrative procedures to said user if said user is determined to be authorized.

20. (Original) An apparatus for analyzing subscription information, comprising:  
means for receiving a plurality of subscription information;  
means for archiving said plurality of subscription information into a repository;  
means for retrieving from said repository a plurality of selected subscription information;  
means for transforming said plurality of selected subscription information into transition table format information;  
means for populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information;  
means for denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database; and  
means for providing a report based upon said denormalized information.

21. (Original) A system for analyzing subscription information, comprising:

at least one of a plurality of clients;  
a web server; connected to said at least one of a plurality of clients by a computer network;  
an application server;  
a database server; connected to said application server and said web server by a communication medium, wherein said at least one client receives a plurality of subscription information and forwards said plurality of subscription information via said web server and said application server to said database server, which archives said plurality of subscription information into a repository; and wherein  
said application server retrieves from said repository a plurality of selected subscription information and transforms said plurality of selected subscription information into transition table format information; and wherein  
said database server populates a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information; and wherein  
said application server denormalizes said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database; and wherein  
said application server provides a report based upon said denormalized information.

22. (Original) The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one criteria for at least one of a plurality of reports; and forwards said input via said web server to said application server, which provides said report based upon said denormalized information according to said at least one criteria.

23. (Original) The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one criteria for at least one of a plurality of tables; and forwards

said input via said web server to said application server, which configures said at least one of said plurality of tables based upon said at least one criteria.

24. (Original) The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one of a username and a password; and forwards said input via said web server to said application server, which verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and provides access to reporting procedures to said user if said user is determined to be authorized.

25. (Original) The system of claim 24, wherein said application server verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and provides access to administrative procedures to said user if said user is determined to be authorized.

26. (New) The method of claim 1 further comprising:  
receiving additional subscription information;  
archiving said additional subscription information in said repository;  
retrieving from said repository selected additional subscription information;  
transforming said selected additional subscription information into transition table  
format;  
appending said facts database with said additional subscription information in said  
transition format information.